

CONTRACT



WHNS-TV
Meredith Corporation
Fed ID 42-0410230
21 Interstate Court
Greenville, SC 29615
(864)288-2100

www.foxcarolina.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

<u>Contract / Revision</u> 731372 /		<u>Alt Order #</u> 08257651
<u>Product</u> PAM MCCRORY 2016 GOV		
<u>Contract Dates</u> 09/26/16 - 11/08/16	<u>Estimate #</u> 4507	
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Original Date / Revision</u> 10/13/16 / 10/13/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHNS	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHNS	10/02/16	11/06/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----1				1	\$150.00					
	Week:	10/03/16	10/09/16	-----1				1	\$150.00					
	Week:	10/10/16	10/16/16	-----				0	\$0.00					
	Week:	10/17/16	10/23/16	-----				0	\$0.00					
	Week:	10/24/16	10/30/16	-----1				1	\$150.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	5	WHNS	10/24/16-10/30/16	NFL Pre-Game Show	12-430p	-----Su	:30		\$150.00			NM		
		See MG 1.7												
	7	WHNS	10/30/16-10/30/16	NFL Pre-Game Show	12-430p	-----Su	:30		\$150.00			NM		
		Ⓜ MG for 1.5 10/30												
	Week:	10/31/16	11/06/16	-----1				1	\$150.00					
E 2	WHNS	10/02/16	11/06/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----				0	\$0.00					
	Week:	10/03/16	10/09/16	-----1				1	\$350.00					
	Week:	10/10/16	10/16/16	-----				0	\$0.00					
	Week:	10/17/16	10/23/16	-----				0	\$0.00					
	Week:	10/24/16	10/30/16	-----1				1	\$350.00					
	Week:	10/31/16	11/06/16	-----1				1	\$350.00					
3	WHNS	10/02/16	10/16/16	Panthers Early Game	1-4p		:30			IMP		NM	1	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----				0	\$0.00					
	Week:	10/03/16	10/09/16	-----				0	\$0.00					
	Week:	10/10/16	10/16/16	-----1				1	\$3,750.00					
E 4	WHNS	10/30/16	11/06/16	Panthers Late	4-730p		:30			IMP		NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/24/16	10/30/16	-----1				1	\$4,500.00					
	Week:	10/31/16	11/06/16	-----1				1	\$4,500.00					
5	WHNS	10/02/16	10/02/16	NFL Pre-Game Show	12-430p		:30			IMP		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/26/16	10/02/16	-----1				1	\$250.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



WHNS-TV
Meredith Corporation
Fed ID 42-0410230
21 Interstate Court
Greenville, SC 29615
(864)288-2100

www.foxcarolina.com

<u>Contract / Revision</u> 731372 /		<u>Alt Order #</u> 08257651
<u>Contract Dates</u> 09/26/16 - 11/08/16		<u>Product</u> PAM MCCRORY 2016
<u>Advertiser</u> Pat McCrory For Gov NC		<u>Estimate #</u> 4507
<u>Original Date / Revision</u> 10/13/16 / 10/13/16		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
													1	\$2,000.00
6	WHNS	10/02/16	10/02/16	Panthers Early Game 1-4p			:30			IMP		NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	-----1				1	\$2,000.00					
7	WHNS	09/27/16	09/27/16	Scream Queens	Tue 9p-10p		:30			PMT		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/26/16	10/02/16	-T-----				1	\$600.00					
8	WHNS	10/16/16	10/16/16	NFL Pre-Game Show 12-430p			:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----S				1	\$250.00					
9	WHNS	10/16/16	10/16/16	NFL Pre-Game Show 12-430p			:30			PMT		NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----S				1	\$125.00					
E 10	WHNS	10/23/16	10/23/16	NFL Pre-Game Show 12-430p			:30			PMT		NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-----S				2	\$125.00					
E 11	WHNS	10/23/16	10/23/16	NFL Pre-Game Show 12-430p			:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-----S				1	\$250.00					
Totals									0.00				18	\$18,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	15	\$13,125.00	(\$1,968.75)	\$11,156.25
10/31/16 - 11/06/16	3	\$5,000.00	(\$750.00)	\$4,250.00
Totals	18	\$18,125.00	(\$2,718.75)	\$15,406.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.